



Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	41	\$51,350.00	\$43,647.50

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	41	\$51,350.00	\$43,647.50	0.00
Totals	41	\$51,350.00	\$43,647.50	0.00

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	21%	\$51,350.00
Market	100%	\$244,523.81

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	38%	\$92,919.05
WITI	24%	\$58,685.71
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	17%	\$41,569.05
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WDJT	10/16/12	10/19/12	Price Is Right 10a-11a	CM	10a - 11a -TWTF--	:30	4	\$300.00	P-2	0.00 NM	4	\$1,200.00
PRICE IS RIGHT													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		4		\$300.00		0.00			
E 2	WDJT	10/22/12	10/22/12	Price Is Right 10a-11a	CM	10a - 11a 1-----	:30	1	\$300.00	P-2	0.00 NM	1	\$300.00
PRICE IS RIGHT													

Order / Rev: 163318
 Alt Order #: 06268279
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Poli/T Baldwin/D/Sen/WI
 Product Desc: BALDWIN FOR SENATE
 Estimate: WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	10/22/12	10/22/12	Price is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a 1-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----				1	\$300.00		0.00			
E 3	WDJT	10/16/12	10/19/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p -TWTF--	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--				4	\$500.00		0.00			
E 4	WDJT	10/22/12	10/22/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p 1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----				1	\$500.00		0.00			
E 5	WDJT	10/16/12	10/19/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p -TWTF--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--				4	\$750.00		0.00			
E 6	WDJT	10/22/12	10/22/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p 1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----				1	\$750.00		0.00			
E 7	WDJT	10/20/12	10/20/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p -----2-	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
WHEEL/JEOP														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----2-				2	\$200.00		0.00			
E 8	WDJT	10/22/12	10/22/12	Mo 8p - 9p 2 Broke Girls/Mike & Molly	CM	Mo 8p - 9p 1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
2.5/MIKE & MOLLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----				1	\$3,000.00		0.00			
E 9	WDJT	10/16/12	10/16/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p -1-----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
NAVY NCIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----				1	\$2,800.00		0.00			
E 10	WDJT	10/16/12	10/16/12	Tu 8p - 9p NCIS: Los Angeles	CM	Tu 8p - 9p -1-----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
NCIS:LA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----				1	\$2,800.00		0.00			
E 11	WDJT	10/17/12	10/17/12	Wed 7p - 8p Survivor: Philippines	CM	7p - 8p --1----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
SURVIVOR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--1----				1	\$3,000.00		0.00			
E 12	WDJT	10/17/12	10/17/12	Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p --1----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CRIMINAL MINDS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--1----				1	\$2,500.00		0.00			
E 13	WDJT	10/17/12	10/17/12	Wed 9p - 10p CSI: Crime Scene Investigation	CM	Wed 9p - 10p --1----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CSI														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--1----				1	\$2,500.00		0.00			
E 14	WDJT	10/18/12	10/18/12		CM	Th 7p - 8p ---1---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00

